1st HALF 1993

BUTTON BROTHERS

YEAR III Winners

PARTNERSHIP IN PERFORMANCE

THE PARTNERSHIP THAT PAYS

51862 0848

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VSR020B23624XX

MONTHLY REPORT OF DOMESTIC SALES - VOLUME IN 12M CASE EQUIVALENTS

MONTH: DEC, 1992 BUTTON BROTHERS, INC. 0859400 ROCHESTER, NY

3624

BRAND NAME	DEC 1991	DEC 1992	CASE CHANGE	VOL % CHANGE	YTD THRU DEC, 1991	YTD THRU DEC, 1992	CASE CHANGE	VOL % CHANGE	AVERAGE WEEK LAST 3 MONTHS 1991	1992	% CHG
CAMEL NF 70	9	11	2	22.22	105	83	-22	-20.95	2	2	
CAMEL F 85 SP	19	7	-12	-63.16	79	73	-6	-7.59	2	1	-50.00
CAMEL F 83 HP	14	5	-9	-64.29	63	48	-15	-23.81	2	1	-50.00
CAMEL LTS F 85 SP	22	9	-13	-59.09	147	122	-25	-17.01	3	2	-33.33
CAMEL LTS F 100 SP	3	2	-1	-33.33	15	11	-4	-26.67			
CAMEL LTS F 83 HP	19	9	-10	-52.63	112	104	-8	-7.14	3	2	-33.33
CAMEL ULT L F85 SP	1	3	2	200.00	23	14	-9	-39.13			
CAMEL ULT L F83 HP	1	1			16	7	-9	-56.25			
CAMEL ULT L F100HP					13	5	-8	-61.54			
CAMEL WIDES F79 HP		5	5			100	100			1	
CAMEL WIDES LF79HP		8	8			103	103			2	
TOT CAMEL	88	60	-28	-31.82	573	670	97	16.93	12	11	-8.33
CORAL LTS F 85	6		-6	-100.00	36	25	-11	-30.56	1		-100.00
CORAL F 85 SP	5		-3	-100.00	27	18	-9	-33.33			
CORAL LTS M 85	3		-3	-100.00	32	15	-17	-53.13	1		-100.00
CORAL F 100	3		-3	-100.00	36	24	-12	-33.33	1		-100.00
CORAL LTS F 100	5		-5	-100.00	42	29	-13	-30.95	1		-100.00
CORAL LTS M 100	2		-2	-100.00	24	21	-3	-12.50			
CORAL ULT F 85	2		-2	-100.00	20	11	-9	-45.00			
CORAL ULT F 100	3		-3	-100.00	36	22	-14	-38.89	1		-100.00
CORAL M 85	2		-2	-100.00	19	11	-8	-42.11			
CORAL M 100	3		-3	-100.00	18	14	-4	-22.22	1		-100.00
CORAL NF 85						5	5				
CORAL F 85(SG)						7	7				
CORAL F 100(SG)		2	2			8	8				
CORAL M 85(SG)		1	1			3	3				
CORAL M 100(SG)		2	2			4	4				
CORAL L F85(SG)		2	2			10	10			1	
CORAL L F100(SG)		3	3			8	8			1	
CORAL L M85(SG)		2	2			5	5				
CORAL L M100(SG)		1	1			4	4				
CORAL U F85(SG)		1	1			4	4				
CORAL U F100(SG)		2	2			5	5				
CORAL NF 85(SG)		1	1			1	1				
TOT CORAL	32	17	-15	-46.88	290	254	-36	-12.41	6	3	-50.00
MORE F 120	21	13	-8	-38.10	187	145	-42	-22.46	3	3	
MORE M 120	17	12	-5	-29.41	167	142	-25	-14.97	3	3	
MORE LTS F 100 BX	2	2			19	14	-5	-26.32			
MORE LTS M 100 BX	3	1	-2	-66.67	13	11	-2	-15.38			
MORE WHITE LT F120	10	9	-1	-10.00	92	79	-13	-14.13	2	2	
MORE WHITE LT M120	3	2	-1	-33.33	28	25	-3	-10.71	1		-100.00
TOT MORE	56	39	-17	-30.36	506	416	-90	-17.79	9	8	-11.11
NOW F 83 BX						2	2				
NOW F 85 SP	3		-3	-100.00	18	11	-7	-38.89			

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/ER020B23624XX

MONTHLY REPORT OF DOMESTIC SALES - VOLUME IN 12M CASE EQUIVALENTS

MONTH: DEC, 1992 BUTTON BROTHERS, INC. 0859400 ROCHESTER, NY

3624

BRAND NAME	DEC 1991	DEC 1992	CASE CHANGE	VOL % CHANGE	YTD THRU DEC, 1991	YTD THRU DEC, 1992	CASE CHANGE	VOL % CHANGE	AVERAGE WEEK LAST 3 MONTHS 1991	1992	% CHG
NOW M 85 SP	3	3			30	23	-7	-23.33	1		-100.00
NOW F 100 SP	5	2	-3	-60.00	44	24	-20	-45.45	1		-100.00
NOW M 100 SP	2	2			25	18	-7	-28.00			
NOW F 100 BX						1	1				
TOT NOW	13	7	-6	-46.15	117	79	-38	-32.48	2	1	-50.00
SALEM M 85 SP	10	9	-1	-10.00	112	110	-2	-1.79	2	1	-50.00
SALEM M 100	8	10	2	25.00	66	68	2	3.03	1	1	
SALEM LTS M 85	24	19	-5	-20.83	186	146	-40	-21.51	4	2	-50.00
SALEM LTS M100 SP	12	8	-4	-33.33	121	89	-32	-26.45	2	1	-50.00
SALEM ULT LTS M 85	4	4			49	38	-11	-22.45	1	1	
SALEM ULT LTS M100	5	7	2	40.00	54	47	-7	-12.96	1	1	
SALEM SLIM LM100BX	10	7	-3	-30.00	77	63	-14	-18.18	2	1	-50.00
SALEM LTS M100 BX	1		-1	-100.00	10	7	-3	-30.00			
TOT SALEM	74	64	-10	-13.51	675	568	-107	-15.85	13	9	-30.77
VANTAGE F 85	6	4	-2	-33.33	86	63	-23	-26.74	1	1	
VANTAGE M 85	2	2			14	19	5	35.71			
VANTAGE F 100	3	2	-1	-33.33	30	21	-9	-30.00			
VANTAGE M 100	1	1			7	6	-1	-14.29			
VANTAGE ULT LF85S	3	2	-1	-33.33	34	27	-7	-20.59	1	1	
VANTAGE ULT LF100S	1	2	1	100.00	27	26	-1	-3.70		1	
VANTAGE ULT LF100B		4	4			4	4				
VANTAGE ULT LF83S		4	4			4	4				
TOT VANTAGE	16	21	5	31.25	198	170	-28	-14.14	3	4	33.33
WINSTON F 85 SP	40	33	-7	-17.50	398	302	-96	-24.12	8	4	-50.00
WINSTON F 83 BX	9	6	-3	-33.33	65	40	-25	-38.46	2	1	-50.00
WINSTON SEL F 85 S		4	4			34	34			1	
WINSTON F 100	14	8	-6	-42.86	126	98	-28	-22.22	3	1	-66.67
WINSTON SEL F 83 B						31	31				
WINSTON LTS F85 SP	26	23	-3	-11.54	253	192	-61	-24.11	5	3	-40.00
WINSTON LTS F100SP	9	8	-1	-11.11	104	84	-20	-19.23	2	1	-50.00
WINSTON LTS F100BX	2	1	-1	-50.00	13	8	-5	-38.46			
WINSTON LTS F83 BX	3	3			29	24	-5	-17.24	1		-100.00
WINSTON ULT L F85S	4	4			48	33	-15	-31.25	1	1	
WINSTON ULT LF100S	4		-4	-100.00	32	21	-11	-34.38	1		-100.00
TOT WINSTON	111	90	-21	-18.92	1068	867	-201	-18.82	22	13	-40.91
RITZ F 100 BX					1		-1	-100.00			
TOT RITZ					1		-1	-100.00			
MAGNA F 85 SP					12		-12	-100.00			
MAGNA F 85 BX					5		-5	-100.00			
MAGNA LTS F 85 BX					4		-4	-100.00			
MAGNA LTS F 85 SP					9		-9	-100.00			
MAGNA F 85 SP (SB)	6	4	-2	-33.33	35	55	20	57.14	1	1	
MAGNA F 83 BX (SB)	4	3	-1	-25.00	22	29	7	31.82	1		-100.00
MAGNA L F85 SP(SB)	5	4	-1	-20.00	35	51	16	45.71	1	1	

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MONTHLY REPORT OF DOMESTIC SALES - VOLUME IN 12M CASE EQUIVALENTS

MONTH: DEC, 1992 BUTTON BROTHERS, INC. 0859400 ROCHESTER, NY

3624

BRAND NAME	DEC 1991	DEC 1992	CASE CHANGE	VOL % CHANGE	YTD THRU DEC, 1991	YTD THRU DEC, 1992	CASE CHANGE	VOL % CHANGE	AVERAGE WEEK LAST 3 MONTHS 1991	1992	% CHG
MAGNA L F83 BX(S6)	5	3	-2	-40.00	30	39	9	30.00	1	1	
TOT MAGNA	20	14	-6	-30.00	152	174	22	14.47	4	3	-25.00
CENTURY F 85(25)	3	2	-1	-33.33	25	21	-4	-16.00	1		-100.00
CENTURY F 100(25)	16	11	-5	-31.25	169	143	-26	-15.38	3	2	-33.33
CENTURY L F 85(25)	4	2	-2	-50.00	30	25	-5	-16.67	1		-100.00
CENTURY L F100(25)	32	20	-12	-37.50	332	263	-69	-20.78	6	5	-16.67
CENTURY L M100(25)	14	5	-9	-64.29	132	95	-37	-28.03	2	2	
TOT CENTURY	69	40	-29	-42.03	688	547	-141	-20.49	13	9	-30.77
STERLING F 100(S6)	1		-1	-100.00	12	22	10	83.33			
STERLING M100(S6)S	2	1	-1	-50.00	7	17	10	142.86			
STERLING LF100(S6)	2	1	-1	-50.00	14	26	12	85.71	1		-100.00
STERLING LM100(S6)	3		-3	-100.00	9	15	6	66.67			
STERLING F 85(S6)	1	1			4	12	8	200.00			
STERLING M 85(S6)S	1	1			3	11	8	266.67			
STERLING LF85(S6)	1	1			4	14	10	250.00			
STERLING LM85(S6)S	1		-1	-100.00	3	11	8	266.67			
STERLING UF100(S6)	2	1	-1	-50.00	5	24	19	380.00			
STERLING UM100(S6)	2		-2	-100.00	4	9	5	125.00			
STER SL LF100B(S6)	1	1			4	10	6	150.00			
STER SL LM100B(S6)	2	1	-1	-50.00	4	8	4	100.00			
TOT STERLING	19	8	-11	-57.89	73	179	106	145.21	4	2	-50.00
EXPORT A F 70 BX	-2		2	-100.00	3		-3	-100.00			
EXPORT A L F 70 BX	-1		1	-100.00	3		-3	-100.00			
EXPORT A ULT 71 BX	-1		1	-100.00	2		-2	-100.00			
EXPORT A MED F70BX	-1		1	-100.00	2		-2	-100.00			
EXPORT A MLD F70BX	-1		1	-100.00	1		-1	-100.00			
EXPORT A EX L 72BX	-1		1	-100.00	2		-2	-100.00			
EXPORT A F71B(25)		2	2		4	17	13	325.00			
EXP A MED 71B(25)					3	6	3	100.00			
EXPORT A LF71B(25)					4	14	10	250.00			
EXP A EX L 71B(25)					3	7	4	133.33			
EXPORT A U 71B(25)					3	3					
TOT EXPORT	-7	2	9	-128.57	30	47	17	56.67	2		-100.00
TOT RJR BRANDED	491	362	-129	-26.27	4371	3971	-400	-9.15	89	64	-28.09
RJR FULL PRICED	351	283	-68	-19.37	3168	2817	-351	-11.08	63	46	-26.98
RJR GEN/PL F 85S		13	13			71	71			3	
RJR GEN/PL F 100		15	15			75	75			3	
RJR GEN/PL M 85		4	4			15	15			1	
RJR GEN/PL M 100		3	3			15	15			1	
RJR GEN/PL L F85S		9	9			42	42			2	
RJR GEN/PL L F100		10	10			51	51			2	

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ER020B23624XX

MONTHLY REPORT OF DOMESTIC SALES - VOLUME IN 12M CASE EQUIVALENTS

MONTH: DEC, 1992 BUTTON BROTHERS, INC. 0859400 ROCHESTER, NY

3624

BRAND NAME	DEC 1991	DEC 1992	CASE CHANGE	VOL % CHANGE	YTD THRU DEC, 1991	YTD THRU DEC, 1992	CASE CHANGE	VOL % CHANGE	AVERAGE WEEK LAST 3 MONTHS 1991	1992	% CHG
RJR GEN/PL L M85		5	5			30	30			1	
RJR GEN/PL L M100		6	6			43	43			2	
RJR GEN/PL UL F85		7	7			28	28			1	
RJR GEN/PL UL F100		8	8			40	40			2	
RJR GEN/PL NF 85		4	4			19	19			1	
TOT RJR GEN/PL		84	84			429	429			19	
RJR SAVINGS	140	163	23	16.43	1203	1583	380	31.59	26	37	42.31
TOT RJR	491	446	-45	-9.16	4371	4400	29	0.66	89	83	-6.74

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EXHIBIT II

UPDATE

WINNERS III

SECOND HALF 1992 REVISION

R.J. Reynolds Tobacco Company is pleased to announce second half revisions to the Winners Program that will help your bottom line. The revisions are as follows:

- Maximum per case payment potential increased to $6.00. New payment schedule is set forth below:

WINNERS MAXIMUM PER CASE PAYMENT COMPARISON

	Current	NEW
FINANCIAL	$3.00	$2.50
PROMOTION/DISTRIBUTION	$2.00	$2.00
TEAMWORK BONUS	N/A	$1.50
TOTAL	$5.00*	$6.00*

*Per 12M shipping case. 6M cases paid at 50% rate.

FORSYTH TOBACCO PRODUCTS

- All Forsyth Tobacco Product units will be included in all aspects of Winners.

TEAMWORK BONUS

To receive this bonus, you must do the following:

- Earn the $2.50 per case financial payment and the $2.00 promotion/distribution payment (total $4.50).
- Provide RJR a fair opportunity to meet competitive programs offered by other cigarette manufacturers to you or your customers.
- Provide RJR products an opportunity for distribution to your customers that is equivalent to the opportunity provided to competing products.
- Promote and encourage the sale and distribution of RJR products at least to the same extent you promote competing products.

FINANCIAL PAYMENT

- $1.00 – maintain average pay days at 10 days or less (including Forsyth Tobacco Products).

– OR –

- $2.50 – participate in RJR's Electronic Funds Transfer (EFT) Program at a minimum rate of 75% based on dollar amount of purchases (including Forsyth Tobacco Products).

NOTE: Extended dating purchases will continue to be included in the case purchase calculation but excluded from the determination of average pay days and also the 75% rate of EFT dollar purchases.

All other provisions of the Winners III program will remain the same.

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THE PARTNERSHIP THAT PAYS.

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ITEM # 262517

Source: https://www.industrydocuments.ucsf.edu/docs/ylpm0000

3834XX

R.J. REYNOLDS TOBACCO CO.
WINSTON-SALEM, NC 27102
(919) 741-5000

WINNERS
PARTNERSHIP IN PERFORMANCE
CUSTOMER STATEMENT

DATE: 12/31/1992
PAGE: 1
FINAL STATEMENT FOR PERIOD:
07/01/1992 THRU 12/31/1992

MAIL TO: BUTTON BROS INC
D/B/A H P BREWSTER CO
140 NEWBURY STREET
P. O. BOX 13620
ROCHESTER, NY 14613

01-0859400-3624-0859400
STATEMENT NO. 215

---------- PAYING OFFICE ----------

01-0859400-3624
BUTTON BROS INC
D/B/A H P BREWSTER CO
140 NEWBURY STREET
P. O. BOX 13620
ROCHESTER, NY 14613

FINANCIAL QUALIFICATION - YES

FINANCIAL PERFORMANCE
PAYING AVERAGE : 10 DAYS OR LESS
EFT PAYING AVG : 76 %

---------- SHIP-TO LOCATIONS ----------

TEAM * PROMOTION EQUAL	WORK PERF	BONUS	SHIP-TO LOCATION ACCOUNT DIV/NAME/CITY STATE	TOTAL ** CASES		RATE PER CASE (PROMO ONLY)		POTENTIAL PAYOUT	ACTUAL PAYOUT
YES	YES	NO	0859400 3624 BUTTON BROTHERS, INC. ROCHESTER NY 146131511	2,193.5	X	2.00	=	4,387.00	4,387.00

** TOTAL CASES ELIGIBLE FOR PROMOTION PAYMENT 2,193.5

POTENTIAL (@ $2.00/CASE) $ 4,387.00
ACTUAL (@ $2.00/CASE) $ 4,387.00

** TOTAL CASES ELIGIBLE FOR FINANCIAL PAYMENT 2,193.5

POTENTIAL (@ $2.50/CASE) $ 5,483.75
ACTUAL (@ $2.50/CASE) $ 5,483.75

** TOTAL CASES QUALIFIED FOR TEAMWORK BONUS PAYMENT .0

POTENTIAL (@ $1.50/CASE) $ 3,290.25
ACTUAL (@ $0.00/CASE) $ .00

-** TOTAL PAYING OFFICE PAYOUT (POTENTIAL/ACTUAL)	13,161.00	9,870.75

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* NEW CATEGORY
** CASES ARE STATED IN 12M EQUIVALENTS

** LAST PAGE **

Source: https://www.industrydocuments.ucsf.edu/docs/ylpm0000

1992
2nd HALF
GOALS

PROMOTION/DISTRIBUTION PERFORMANCE CRITERIA

- Accept all new RJR brand style(s) during the introductory period and have warehouse inventory available for sale to retail stores/consumers for six months from original purchase date.

AND

- Must perform three of the following as designated by your RJR representative:

[redacted]

4. Must participate in an RJR annual vending placement payment contract and must accept all pack promotions as requested by your RJR representative.

5. Must report quarterly vending placements via Tru-Check only.

6. Brands in vending machine must be approved by local RJR representative, and all non-paid vending point-of-sale must be RJR.

7. Accept eight package promotions, four each six-month period, as designated by your RJR representative. Promotions must be placed in area where individual packages are available for retail consumer purchase.

8. Accept four carton promotions, two per six-month period, as designated by your RJR representative.

9. Deliver premium items, with or without cigarette product, and/or deliver Buy Some, Get Some Free (BSGSF) to retail stores as designated by your RJR representative.

[redacted]

11. Assist RJR to solve problems (out-of-stocks, distribution, merchandising/display, etc.) with retail stores you service as designated by your RJR representative.

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Source: https://www.industrydocuments.ucsf.edu/docs/ylpm0000

WINNERS III

EVALUATION

Customer Name: BUTTON BROS.

Account Number: 085940

Customer Class of Trade: PCC

1st Half/2nd Half 1992: 2ND HALF

FINANCIAL – To be determined by RJR Credit Department

PROMOTION/DISTRIBUTION

Qualification

- Did customer satisfy qualification requirements?

Check: Yes ☐ No ☐

- List qualification areas not achieved. _____

Performance

- Agreed Performance (Indicate performance criteria numbers)

1st Quarter:			
2nd Quarter:			
3rd Quarter:	01	02	03
4th Quarter:	10	02	03

- Participant Signature: James Ruder Title: MANAGER
- Date: _____
- Performance Achieved (Check block if performance achieved)

1st Half ☐ 2nd Half ☐

Payment per 12M case $ _____

R.J. REYNOLDS TOBACCO CO.

Signature: _____ Title: _____

Evaluation Date: _____

PARTICIPANT

Signature: _____ Title: _____

Evaluation Date: _____

Original – Customer Copy (White) Division Copy – (Yellow) Customer Copy – (Pink)

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WINNERS III
1ST HALF 1993
POTENTIAL EARNINGS

Estimated Cases 2,200

Financial

$2.50 per case	x	2,200		
$1.00 per case	x		=	$ 5,500.00

Promotion/Distribution

$2.00 per case	x	2,200	=	$ 4,400.00

Teamwork Bonus

$1.50 per case	x	2,200	=	$ 3,300.00

Total potential earnings for 1st half $13,200.00

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Source: https://www.industrydocuments.ucsf.edu/docs/ylpm0000

[redacted] WINNERS III

1993
1st HALF
GOALS

PROMOTION/DISTRIBUTION PERFORMANCE CRITERIA

- Accept all new RJR brand style(s) during the introductory period and have warehouse inventory available for sale to retail stores/consumers for six months from original purchase date.

AND

- Must perform three of the following as designated by your RJR representative:

1. [redacted]

2. [redacted]

3. [redacted]

4. Must participate in an RJR annual vending placement payment contract and must accept all pack promotions as requested by your RJR representative.

5. Must report quarterly vending placements via Tru-Check only.

6. Brands in vending machine must be approved by local RJR representative, and all non-paid vending point-of-sale must be RJR.

7. Accept eight package promotions, four each six-month period, as designated by your RJR representative. Promotions must be placed in area where individual packages are available for retail consumer purchase.

8. Accept four carton promotions, two per six-month period, as designated by your RJR representative.

9. Deliver premium items, with or without cigarette product, and/or deliver Buy Some, Get Some Free (BSGSF) to retail stores as designated by your RJR representative.

10. [redacted]

11. Assist RJR to solve problems (out-of-stocks, distribution, merchandising/display, etc.) with retail stores you service as designated by your RJR representative.

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[redacted] THE PARTNERSHIP THAT PAYS.

Source: https://www.industrydocuments.ucsf.edu/docs/ylpm0000

WINNERS - PARTNERSHIP IN PERFORMANCE

EVALUATION

Customer Name: BUTTON BROTHERS

Account Number: 0859400

Customer Class-of-Trade: _____

1st Half 1993: _____

FINANCIAL - To be determined by RJR Credit Department

PROMOTION/DISTRIBUTION

QUALIFICATION

- Did customer satisfy qualification requirements? Check: Yes ☐ No ☐
- List qualification areas not achieved: _____

Performance

- Agreed Performance (Indicate performance criteria numbers)

		Participant Signature	Title	Date
1st Quarter:	1 2 3			
2nd Quarter:	10 2 3			

- Performance Achieved (Check block if performance achieved)

		Payment 12M Case
1st Half	☐	$

Refused to sign

Teamwork Bonus

- Did customer satisfy requirements? 1st Half

Check: Yes ☐ No ☐

Payment per 12M case $

- List reasons not achieved _____

R. J. Reynolds Tobacco Company

Signature: _____ Title _____

Evaluation Date: _____

Participant

Signature: _____ Title _____

Evaluation Date: _____

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Source: https://www.industrydocuments.ucsf.edu/docs/ylpm0000

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MONTHLY REPORT OF DOMESTIC SALES - VOLUME IN 12M CASE EQUIVALENTS

MONTH: JAN, 1993 BUTTON BROTHERS, INC. 0859400 ROCHESTER, NY

3624

BRAND NAME	JAN 1992	JAN 1993	CASE CHANGE	VOL % CHANGE	YTD THRU JAN, 1992	YTD THRU JAN, 1993	CASE CHANGE	VOL % CHANGE	AVERAGE WEEK LAST 3 MONTHS 1992	1993	% CHG
CAMEL NF 70	7		-7	-100.00	7		-7	-100.00	2	1	-50.00
CAMEL F 85 SP	5	5			5	5			2	1	-50.00
CAMEL F 85 HF	4		-4	-100.00	4		-4	-100.00	2	1	-50.00
CAMEL LTS F 85 SP	8	3	-5	-62.50	8	3	-5	-62.50	3	2	-33.33
CAMEL LTS F 85 HF	8	4	-4	-50.00	8	4	-4	-50.00	3	2	-33.33
CAMEL ULT L F85 SP	1	1			1	1					
CAMEL ULT L F85 HF		2	2			2	2				
CAMEL ULT L F100HP	1		-1	-100.00	1		-1	-100.00			
CAMEL WIDES F79 HP		4	4			4	4			1	
TOT CAMEL	34	19	-15	-44.12	34	19	-15	-44.12	12	10	-16.67
CORAL LTS F 85	2		-2	-100.00	2		-2	-100.00	1		-100.00
CORAL F 85 SP	3		-3	-100.00	3		-3	-100.00	1		-100.00
CORAL LTS M 85	3		-3	-100.00	3		-3	-100.00	1		-100.00
CORAL F 100	3		-3	-100.00	3		-3	-100.00	1		-100.00
CORAL LTS F 100	3		-3	-100.00	3		-3	-100.00	1		-100.00
CORAL LTS M 100	3		-3	-100.00	3		-3	-100.00			
CORAL ULT F 85	2		-2	-100.00	2		-2	-100.00			
CORAL ULT F 100	3		-3	-100.00	3		-3	-100.00	1		-100.00
CORAL M 85	2		-2	-100.00	2		-2	-100.00			
CORAL M 100	3		-3	-100.00	3		-3	-100.00	1		-100.00
CORAL NF 85	2		-2	-100.00	2		-2	-100.00			
CORAL F 85(SS)		2	2			2	2				
CORAL F 100(SS)		2	2			2	2				
CORAL M 85(SS)		1	1			1	1				
CORAL M 100(SS)		1	1			1	1				
CORAL L F85(SS)		1	1			1	1			1	
CORAL L F100(SS)		2	2			2	2				
CORAL L M85(SS)		1	1			1	1				
CORAL L M100(SS)		2	2			2	2				
CORAL U F85(SS)		1	1			1	1				
CORAL U F100(SS)		1	1			1	1				
CORAL NF 85(SS)		1	1			1	1				
TOT CORAL	29	15	-14	-48.28	29	15	-14	-48.28	6	3	-50.00
MORE F 120	11	10	-1	-9.09	11	10	-1	-9.09	3	3	
MORE M 120	11	9	-2	-18.18	11	9	-2	-18.18	3	3	
MORE LTS F 100 BX	1	1			1	1					
MORE LTS M 100 BX	1	1			1	1					
MORE WHITE LT F120	6	6			6	6			1	2	100.00
MORE WHITE LT M120	2	2			2	2					
TOT MORE	32	29	-3	-9.38	32	29	-3	-9.38	9	8	-11.11
SW F 85 SP	1	1			1	1					
SW M 85 SP	2	1	-1	-50.00	2	1	-1	-50.00	1		-100.00
SW F 100 SP	2	1	-1	-50.00	2	1	-1	-50.00	1		-100.00
SW M 100 SP	2		-2	-100.00	2		-2	-100.00			

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MONTHLY REPORT OF DOMESTIC SALES - VOLUME IN 12M CASE EQUIVALENTS

MONTH: JAN, 1993 BUTTON BROTHERS, INC. 0859400 ROCHESTER, NY

3624

BRAND NAME	JAN 1992	JAN 1993	CASE CHANGE	VOL % CHANGE	YTD THRU JAN, 1992	YTD THRU JAN, 1993	CASE CHANGE	VOL % CHANGE	AVERAGE WEEK LAST 3 MONTHS 1992	1993	% CHG
TOT NOW	7	3	-4	-57.14	7	3	-4	-57.14	2	1	-50.00
SALEM M 85 SP	23		-23	-100.00	23		-23	-100.00	3	1	-66.67
SALEM M 100	11		-11	-100.00	11		-11	-100.00	2	1	-50.00
SALEM LTS M 85	19		-19	-100.00	19		-19	-100.00	4	2	-50.00
SALEM LTS M100 SP	10		-10	-100.00	10		-10	-100.00	2	1	-50.00
SALEM ULT LTS M 85	4	1	-3	-75.00	4	1	-3	-75.00	1	1	
SALEM ULT LTS M100	4		-4	-100.00	4		-4	-100.00	1	1	
SALEM SLIM LM100BX	6		-6	-100.00	6		-6	-100.00	2	1	-50.00
SALEM LTS M100 BX	1		-1	-100.00	1		-1	-100.00			
TOT SALEM	78	1	-77	-98.72	78	1	-77	-98.72	15	8	-46.67
ANTAGE F 85	5	2	-3	-60.00	5	2	-3	-60.00	1	1	
ANTAGE M 85	2	1	-1	-50.00	2	1	-1	-50.00			
ANTAGE F 100	2	2			2	2			1		-100.00
ANTAGE M 100	1		-1	-100.00	1		-1	-100.00			
ANTAGE ULT LF85S	3	1	-2	-66.67	3	1	-2	-66.67	1		-100.00
ANTAGE ULT LF100S	2	1	-1	-50.00	2	1	-1	-50.00			
TOT VANTAGE	15	7	-8	-53.33	15	7	-8	-53.33	3	2	-33.33
INSTON F 85 SP	20	7	-13	-65.00	20	7	-13	-65.00	7	4	-42.86
INSTON SEL F 85 S		3	3			3	3			1	
INSTON F 100	6	6			6	6			2	1	-50.00
INSTON SEL F 83 B		3	3			3	3			1	
INSTON LTS F85 SP	10	4	-6	-60.00	10	4	-6	-60.00	4	3	-25.00
INSTON LTS F100SP	5	4	-1	-20.00	5	4	-1	-20.00	2	1	-50.00
INSTON LTS F100BX	2	1	-1	-50.00	2	1	-1	-50.00			
INSTON LTS F85 BX	2		-2	-100.00	2		-2	-100.00	1		-100.00
INSTON ULT L F85S	5	1	-4	-80.00	5	1	-4	-80.00	1	1	
INSTON ULT LF100S	1	1			1	1			1		-100.00
TOT WINSTON	51	30	-21	-41.18	51	30	-21	-41.18	18	13	-27.78
MASNA F 85 SP (SS)	5	2	-3	-60.00	5	2	-3	-60.00	1	1	
MASNA F 83 BX (SS)	3	2	-1	-33.33	3	2	-1	-33.33	1	1	
MASNA L F85 SP(SS)	4	4			4	4			1	1	
MASNA L F83 BX(SS)	4	3	-1	-25.00	4	3	-1	-25.00	1	1	
TOT MASNA	16	11	-5	-31.25	16	11	-5	-31.25	4	3	-25.00
CENTURY F 85(25)	2	3	1	50.00	2	3	1	50.00			
CENTURY F 100(25)	14	9	-5	-35.71	14	9	-5	-35.71	3	2	-33.33
CENTURY L F 85(25)	3	2	-1	-33.33	3	2	-1	-33.33	1		-100.00
CENTURY L F100(25)	24	19	-5	-20.83	24	19	-5	-20.83	6	4	-33.33
CENTURY L M100(25)	10	7	-3	-30.00	10	7	-3	-30.00	3	2	-33.33
TOT CENTURY	53	40	-13	-24.53	53	40	-13	-24.53	13	9	-30.77
STERLING F 100(SS)	1	1			1	1					
STERLING M100(SS)S	2	1	-1	-50.00	2	1	-1	-50.00			
STERLING LF100(SS)	2	1	-1	-50.00	2	1	-1	-50.00	1		-100.00
STERLING LM100(SS)	1	1			1	1					
STERLING F 85(SS)	1	1			1	1					

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MONTHLY REPORT OF DOMESTIC SALES - VOLUME IN 12M CASE EQUIVALENTS

MONTH: JAN, 1993 BUTTON BROTHERS, INC. 0859400 ROCHESTER, NY

3624

BRAND NAME	JAN 1992	JAN 1993	CASE CHANGE	VOL % CHANGE	YTD THRU JAN, 1992	YTD THRU JAN, 1993	CASE CHANGE	VOL % CHANGE	AVERAGE WEEK LAST 3 MONTHS 1992	1993	% CHG
STERLING M B5(S6)S	1		-1	-100.00	1		-1	-100.00			
STERLING LF85(S6)	2	2			2	2					
STERLING LM85(S6)S	2	1	-1	-50.00	2	1	-1	-50.00			
STERLING UF100(S6)	1	2	1	100.00	1	2	1	100.00			
STERLING UM100(S6)	1		-1	-100.00	1		-1	-100.00			
STER SL LF100B(S6)		1	1			1	1				
STER SL LM100B(S6)		1	1			1	1				
TOT STERLING	14	12	-2	-14.29	14	12	-2	-14.29	4	2	-50.00
TOT RJR BRANDED	329	167	-162	-49.24	329	167	-162	-49.24	85	58	-31.76
TOT FULL PRICED	217	89	-128	-58.99	217	89	-128	-58.99	59	41	-30.51
RJR GEN/PL F B5S		9	9			9	9			3	
RJR GEN/PL F 100		10	10			10	10			3	
RJR GEN/PL M B5		1	1			1	1			1	
RJR GEN/PL M 100		3	3			3	3			1	
RJR GEN/PL L FB5S		8	8			8	8			2	
RJR GEN/PL L F100		7	7			7	7			2	
RJR GEN/PL L MB5		2	2			2	2			1	
RJR GEN/PL L M100		5	5			5	5			1	
RJR GEN/PL UL FB5		1	1			1	1			1	
RJR GEN/PL UL F100		7	7			7	7			2	
RJR GEN/PL NF B5		1	1			1	1			1	
TOT RJR GEN/PL		54	54			54	54			17	
RJR SAVINGS	112	132	20	17.86	112	132	20	17.86	27	34	25.93
TOT RJR	329	221	-108	-32.83	329	221	-108	-32.83	85	75	-11.76

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Source: https://www.industrydocuments.ucsf.edu/docs/ylpm0000

Regular Direct Accounts

To Our Customers:

- Announcing -

CAMEL Special Lights

Light Box KS, Box 100, Soft Pack KS

CAMEL Special Lights, a premium quality cigarette, will be introduced in your area February 22, 1993. CAMEL Special Lights, available in Light Box KS, Light Box 100s, and, in select areas, Light Soft Pack KS, offers adult smokers a totally new smooth mild blend, with a white filter tip in a bright modern pack.

CAMEL Special Lights will be invoiced at a unit price of $71.10 per thousand KS and $72.60 per thousand 100s. All styles will be shipped in 6M cases and subject to a discount of 3.25% if payment is received within 14 days of invoice date. In addition, special introductory terms will be offered as outlined further in this letter.

Product Information

Dimensions and Weights

Configuration	UPC	Length (In.)	Width (In.)	Height (In.)	Cube ($Ft.^3$)	Weight
CAMEL Special Lights Box KS						
Pack	12300-66699	2.2047	0.9055	3.4055	0.004	0.933 oz.
Carton	12300-66613	11.1250	1.8750	3.4375	0.041	10.13 oz.
Case (6M)	12300-66606	17.6250	11.6250	11.6250	1.371	19.8 lbs.
CAMEL Special Lights Box 100						
Pack	12300-66799	2.2188	0.9375	3.9688	0.005	1.067 oz.
Carton	12300-66713	11.1250	1.8750	4.0625	0.049	11.47 oz.
Case (6M)	12300-66706	20.6250	11.6875	11.6875	1.630	22.0 lbs.
CAMEL Special Lights SP KS						
Pack	12300-66599	2.0625	0.8438	3.3750	0.003	0.787 oz.
Carton	12300-66513	10.6250	1.7813	3.4375	0.038	8.67 oz.
Case (6M)	12300-66506	17.6250	11.0625	11.1250	1.255	16.0 lbs.

To provide fair and impartial availability during the introductory period, allocations have been established for all customers. You will be notified of your allocation by our Representative who regularly serves you.

An introductory promotional payment of $12 per 6M case will be allowed on all CAMEL Special Lights product allocated to you and shipped on or before April 2, 1993. This introductory promotional payment will be deducted from invoices.

This introductory discount allowance is made available to help defray administrative costs relative to adding a new item.

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Special Introductory Terms

Credit - worthy customers will receive an additional 14 days to the regular credit terms on all product purchased up to your allocated quantities. These additional days will not impact your participation in our Winners - Partnership in Performance Financial Category.

All orders are subject to acceptance by the Company and only in accordance with the terms set forth herein, in our price list, or on the invoice. RJR local Field Sales Representatives will be contacting you to explain additional distribution incentive programs.

Special Note for Electronic Funds Transfer (EFT) Customers

- This program will qualify under the Extended Dating Provision for customers participating in our Electronic Funds Transfer (EFT) Program who have signed up for the Extended Dating Program.
- All identified EFT orders must be accompanied with your EFT Program Security Code. Orders not accompanied by a security code will be processed as normal, non-EFT orders.

You can depend on RJR for brands that sell. Thank you for your cooperation.

R. J. Reynolds Tobacco Company

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CAMEL Special Lights

Direct Account Introductory Allowance

Introductory Discount Allowance *

An introductory discount allowance of $12 per allocated 6M case will be paid on CAMEL Special Lights. The introductory discount allowance will be deducted from invoice. Fourteen additional day terms will also be given on all allocated product shipped within the introductory period February 22, 1993 - April 2, 1993.

Accelerated Distribution Incentive Program (Recount) *

Along with the introductory discount allowance per allocated case, an additional $12 per 6M case will be paid for each allocated 6M case sold to the retail trade during the introductory allowance period February 22, 1993 - April 2, 1993. This additional $12 per 6M case will be paid via credit memorandum.

Introductory Distribution Incentive Program (Recount) *

$24 per 6M case will be paid on all CAMEL Special Lights product ordered and sold, above initial allocation, to the retail trade during the introductory allowance period February 22, 1993 - April 2, 1993. This total of $24 per case will be paid via credit memorandum.

Reference the following page for further details of the Introductory Distribution Incentive Program.

* Excludes B1G1F banded or pure gratis product.

Special Note:

Responding to Field Sales' requests, we are packing CAMEL Special Lights in 6M cases only. This will provide increased flexibility, lower returned goods and improved turnover for direct accounts. On a 12M case equivalent, the introductory allowance is identical to that offered on Wides and most recent new brands.

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CAMEL Special Lights

Accelerated Distribution Incentive Program

Introductory Distribution Incentive Program (Recount)

Steps for handling promotions:

1. Sell Direct Account its allocation for delivery between February 22, 1993 - April 2, 1993.

2. No quantity of product has been designated as Sales Rep's pick-up. It will be your responsibility to sell in sufficient product for your Sales Representative's pick-up to the down-the-street date. Product will be included in the Introductory Distribution Incentive Program (Recount) if applicable.

3. Explain to the Direct Account that an additional $12 will be paid per allocated 6M case of CAMEL Special Lights that is sold to retail and $24 will be paid per case for product purchased and sold to retail over and above allocation. All introductory incentive payments will be made via credit memorandum with the exception of the $12 off invoice on allocated cases.

4. On April 5, 1993, inventories of CAMEL Special Lights for all Direct Accounts should be completed using the following procedure:

   An employee using a hand-held must take inventory of CAMEL Special Lights (all three styles - full 6M cases), which will be the count/recount (i.e., 0-14 cartons - 0 cases; 15-30 cartons - 1 case).

   Based on your individual situation, you may utilize any of the following procedures:

   - Have a Sales Representative take inventory.
   - Have part-time personnel take inventory.
   - Have a Manager download a Division Manager/Chain Account Manager territory and take inventory

Accuracy in entering the total number of full 6M cases of CAMEL Special Lights on hand into hand-held computers is essential so proper credits are made. In addition, the proper SIS number must be entered into hand-helds for each Direct Account to ensure proper information is communicated.

IMPORTANT NOTE:

The Direct Account inventory must be taken via the hand-held and a successful communication made no later than April 6, 1993 for the Direct Account to be paid their introductory monies in a timely manner. If a communication problem occurs, a DT with proper count/recount quantities and information should be sent to Sue Wright, Customer Services, printer TCSD.

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CAMEL Special Lights

Dual Pack/Match Dispenser Displays

Beginning April 5, 1993 and continuing through June 30, 1993, you are authorized to place the CAMEL Special Lights dual pack/match dispenser display that you selected from the CAMEL New Brand Field Planning Guide. (This is the same display that we are providing for your C & D calls.)

Display Placement Emphasis

- Display placements should be targeted toward stores that do not have permanent RJR pack displays.

Program Specifics

Display Payment Rates

$1.50 if loaded with B1G1F offers only.
$3.00 if loaded with B1G1F and live product back-up or loaded with live product only.

- Five (5) renewals.

SIS Reporting	Description	# Units
Gratis only	CAM Pack Display	1
Gratis and live or live only	CAM Pack Display	2

H-H Dates April 5 - July 31, 1993
PC Dates April 5 - August 31, 1993

Reminder

Correspondence from Field Managers involving chain authorizations for this promotion should indicate whether displays should be entered as "paid" or "non-paid" in Sales Reps' hand-helds. This determination will be based on individual direct chain participation in our Winners - Partnership in Performance Program.

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CAMEL
LINE EXTENSION

DUAL PACK/MATCH DISPLAY

THIS TOP-LOADING GRAVITY FED DISPLAY (GRAVITY INCLUDED) HOLDS 20 PACKS AND 40 "SLIDE BOX" PACK REPLICA MATCHES TOGETHER IN ONE LIGHTWEIGHT, EASY-TO-PLACE UNIT. TWO "PULL OUT" MATCH CARTRIDGES COME PRE-LOADED. DISPLAY ACCOMMODATES B1G1F OFFERS AND CAN BE USED FOR PRIORITY DISPLAY PLACEMENT IN NON-PCD OUTLETS DURING INTRODUCTION.

THE DISPLAY COMES PACKED IN SLEEVE AND INCLUDES A SMALL PASTER FOR DIRECT ACCOUNTS DURING THEIR PRE-DTS ACCELERATED DISTRIBUTION PERIOD. A DIRECT ACCOUNT PROGRAM INCORPORATING WINNERS AND/OR DISPLAY PAYMENTS WILL BE COMMUNICATED AT A LATER TIME.

ADDITIONAL LOADED MATCH CARTRIDGES ALSO AVAILABLE.

DIMENSIONS: 7.25"W x 17"H x 8.5"D

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